ShawMan SOFTWARE

OLO!

### Online Ordering

ShawMan, now playing near you

Your Order Has Been Placed.
YAY!
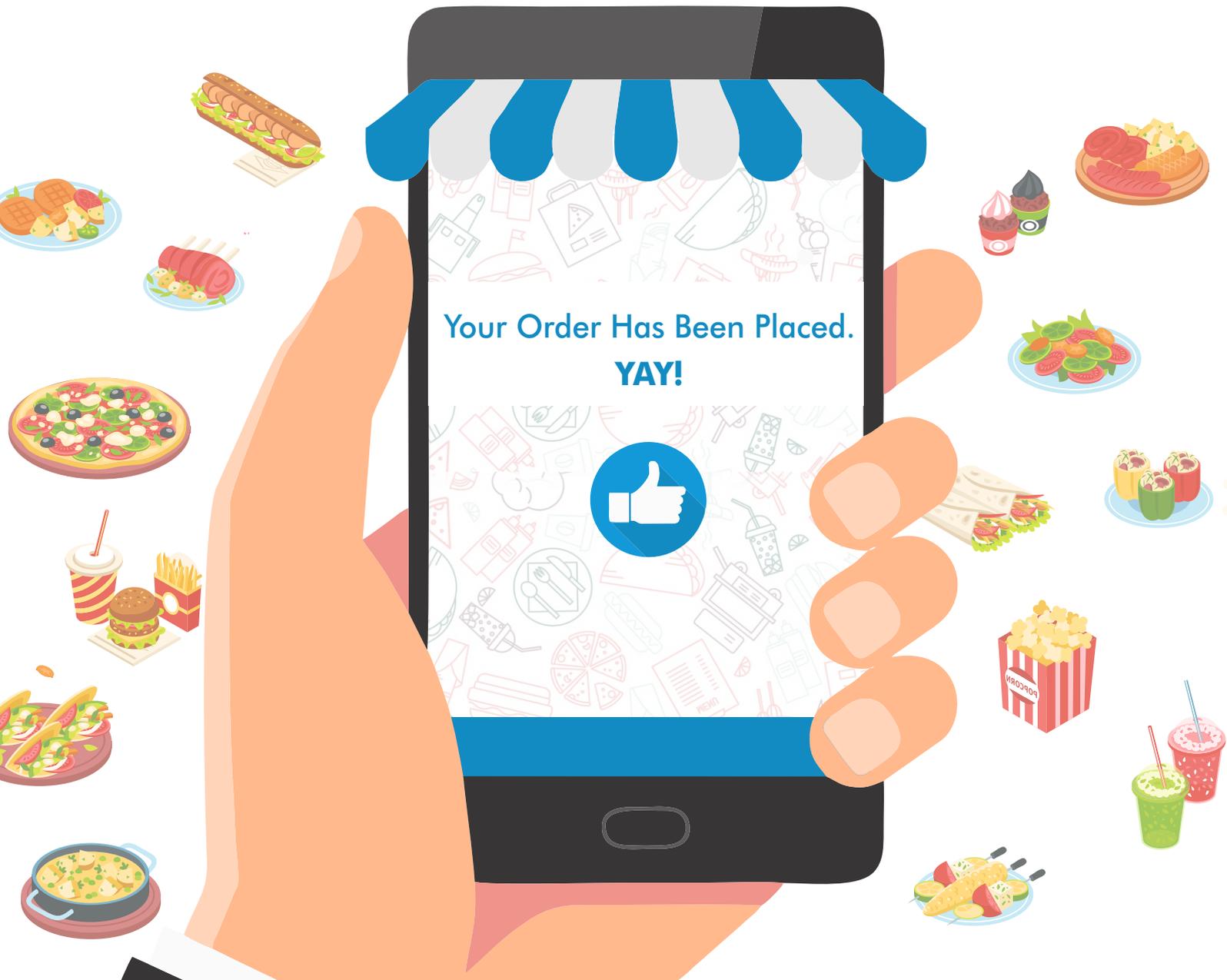
About ShawMan

Most people tend to revel In the glory of their success and cease to grow. Very few seek new opportunities at the height of success, and Late Pesi M. Shaw was one of them. In 1987, while wonderfully managing some of the leading hotels In India, he saw the need to develop end-to-end automation to manage properties that were growing as chains. The vision took shape when, Jimmy P. Shaw set up an in-house startup with a small but dedicated team of five developers. 'Walkman', which was a rage then, inspired the name ShawMan Software.

Today ShawMan Software Pvt. Ltd. is a thirty plus year old leading Indian boutique software product development company catering primarily to the Hospitality, Food Service and Leisure Industries.

The only Indian Hospitality software company that is an ISO 9001:2015 and SEI CMMI Level 3 certified company as well as a Microsoft Gold Certified partner.

Why OLO! ?

Before 3rd party food delivery apps became popular, Home Delivery volumes for restaurants were not that large and the radius a restaurant could cover was limited. Over the years, an array of online 3rd party delivery apps mushroomed across India. For urban middle-class Indians ordering restaurant foods through these apps has become the new fad.

We cannot ignore the massive rise in demand and growth of food delivery using online applications in India. However, the current Global Pandemic has forcefully shut Dine-in operations temporarily and made restaurants follow the Home Delivery & Takeaway style of operations.

OLO! by ShawMan is a Cloud Based Online Delivery Management System which works independently as well as connects to your ShawMan POS and allows you to manage Home Deliveries not only through 3rd party apps but also your own channels. This would eventually help restaurants generate business through their own channels.

OLO! Features

Seamless flow of orders to your POS through both, internal and external channels.

Create Online Ordering Menus with different menu heads, pricing, tax breakups & more

Set threshold based notifications with audio as per the channel of choice

Highlighting of non-available items on receiving the order

Automated Kitchen-wise printing on order acceptance

Easy to control order stages

Quick search, filter and Easy navigation via All in One management Screen

Rider details displayed as per the order number

Auto status update on order being Delivered

Meaningful Insights through extensive reports

Benefits of OLO!

- Improve staff & delivery efficiency
  - With Real-Time countdown on each order

- E-Bill on SMS / Email
  - Providing for a digital solution.

- Your customer - Your Data
  - We value your customers concerns. We shall comply too.

- Reach out customers with **"Promotions and offerings".**

- Improve Your customer Experience
  - Capture Feedback
  - Analyze
  - Use it for Data Driven Decision Making

OLO! Internal channels

Webpage Orders

Telephonic Orders
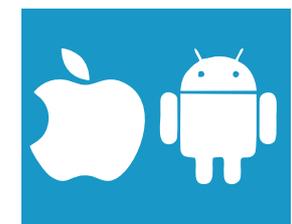
White Label App Orders

Google Search

OLO! Online Ordering

ShawMan SOFTWARE

ShawMan SOFTWARE POS Ultra

ShawMan SOFTWARE POS Gold
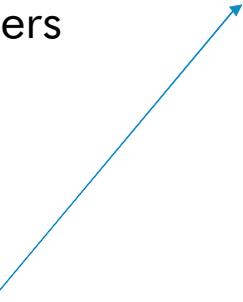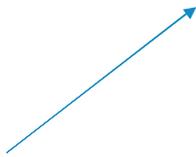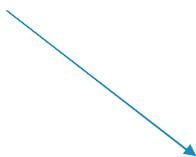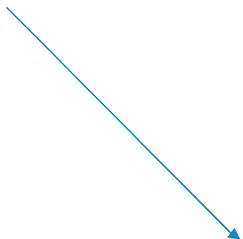
OLO! Internal channels

Using your Webpage

- Reach out to your customer database using SMS, Email or Social Media Channels

- Order can be placed using a Phone browser or a Computer browser

- Allow customers to place an order directly through Google Search.

- Collect customer information, payment and delivery mode – Takeaway/Delivery

- Customer receives an E-bill via a weblink post ordering

- Customer submits feedback using a weblink post delivery

www.YOURWEBSITE.com

Google Search

OLO! is now integrated with **Google Search**.

Give your restaurant(s) the ability to get discovered directly by the customers through **Google Search**. OLO! will provide an **Order Now** button on your **Google Page** which will lead the customer directly to **your online ordering website** and not to any 3rd party aggregators website.
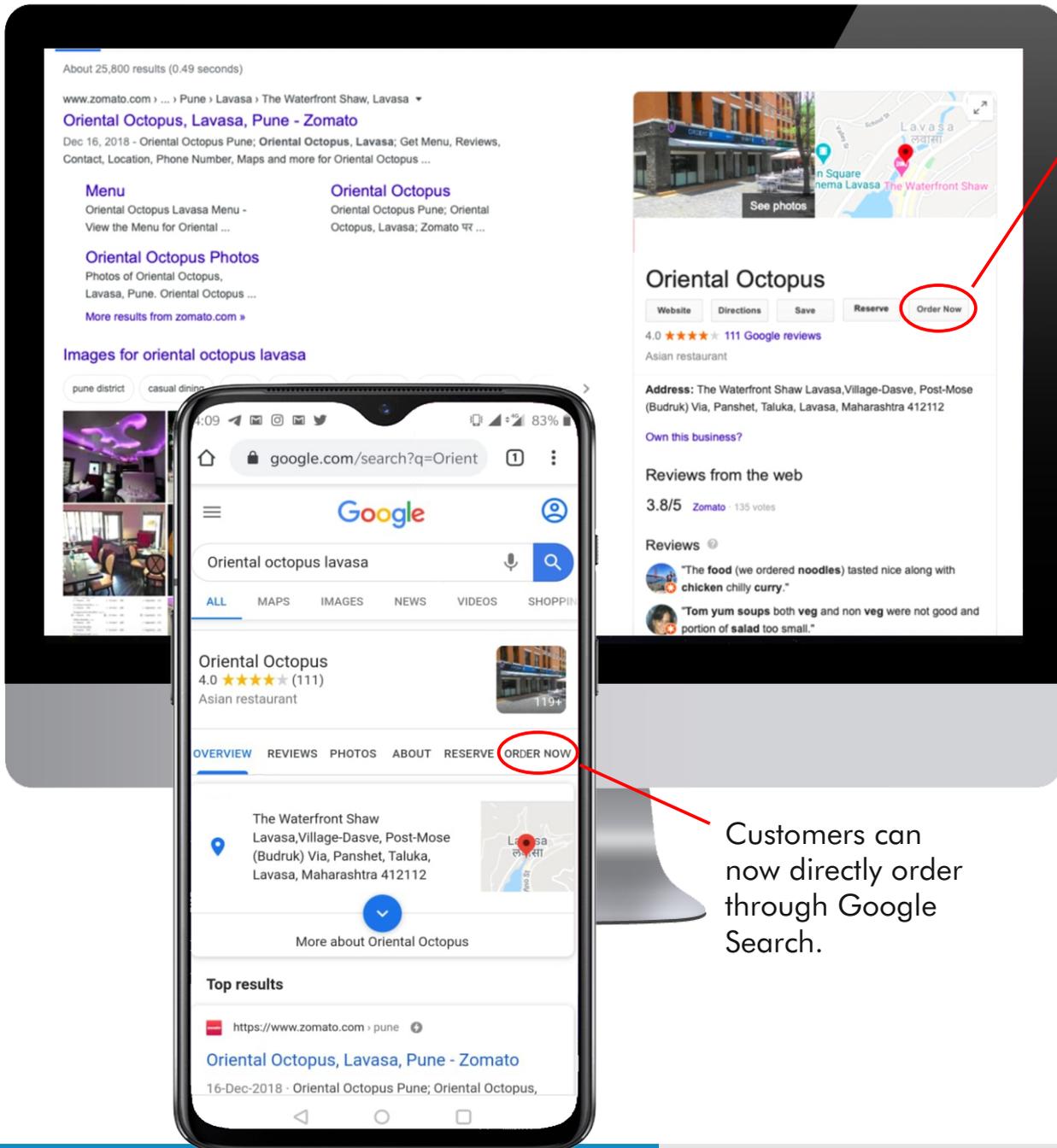
Customers can now directly order through Google Search.

Customers can now directly order through Google Search.

OLO! Internal channels

## Using your White Labelled App

- Customer uses the App to place their order

- Order flows into OLO and awaits acceptance or rejection.

- Customer receives an E-bill on the app

- Customer can submit feedback using the app

Your App

Telephonic Orders

- Customer contacts using the given number

- User takes down customer information and order in OLO

- Payment can be made online by sending a link – in this case once the payment is completed the order is accepted and a KOT is printed

- Customer receives an E-bill on the given contact number

- Customer submits feedback using a weblink post delivery

Using the Urban Piper interface OLO! connects with third party Apps such as Zomato, Swiggy & Scootsy.

OLO! External channels using Urban Piper interface

Third Party App

- Customer places an order using a third-party App

- The order flows to ShawMan OLO! using the Urban Piper interface

- Threshold based notifications with audio as per the channel

- Easy to change order status

- Filter options and Quick Search feature

- Rider details displayed as per the order number

- Auto status update on order being Delivered

- Extensive Reports for detailed insights

- Confirmation of Rider Details is possible using OLO!
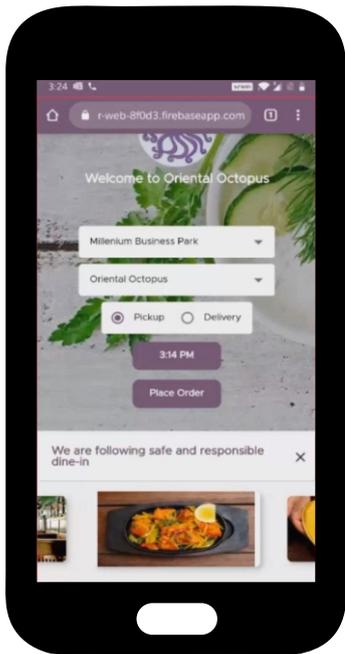
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